

Michigan Wildlife Council

MINUTES July 19, 2016

A regular meeting of the Michigan Wildlife Council was held Tuesday, July 19, 2016 at the Lake Michigan Center, 740 West Shoreline Drive, Muskegon, Michigan 49441.

Present for the Michigan Wildlife Council

Merisa Campbell
Jim Hammill (*arrived at 9:21 a.m.*)
Bill Moritz
Matt Pedigo
Carol Rose
Ed Roy
Henry Stancato
Randy Stec

Absent – excused

Jeff Poet

Call to Order

Chairperson **Pedigo** called the meeting to order at 9:18 a.m.

Approval of Agenda

Chairperson **Pedigo** reviewed the agenda. **Rose** made a motion that the agenda be approved. **Moritz** seconded the motion and the agenda was approved by unanimous vote (7-0).

Approval of March 14, 2016, Minutes

Chairperson **Pedigo** called for discussion regarding the minutes of the April 25, 2016 meeting. There was no discussion.

Roy made a motion that the minutes be approved. **Rose** seconded the motion and the minutes were approved by unanimous vote (7-0).

Treasurer's Report

Council treasurer **Campbell** gave an overview of the written financial report for the term October 1, 2015 to June 30, 2016 (a copy of the report is attached). **Campbell** explained details of the report, listing total expenditures of \$1,205,679 and fund balance of \$2,531,182. **Rose** noted that administrative costs have been kept low. **Rose** made a motion to approve the financial report as submitted. **Stec** seconded the motion and the report was approved by unanimous vote (8-0).

Güd Marketing Presentation

Jill Holden, strategic planning director from Güd Marketing, gave the project recap from June 2015 to June 2016 and restated the goals: conduct research; develop campaign; launch campaign; inform key stakeholders; track and optimize campaign. The audience was defined through research as those who are neutral and those that moderately approve (46%) of hunting.

They live in southeast and west Michigan. We know their attitudes and beliefs, connections or lack thereof with wildlife and knowledge about wildlife management. “Wildlife is managed for the use and enjoyment of future generations” is the message that mattered most to our audience.

The campaign has been live for 56 days. During the first two months we have simply introduced the Michigan Wildlife Council and opened the door to conversation. We are setting the foundation in year one by attracting and informing our audience. The messaging is universally appealing to broad audiences and reaches a lot of people to draw them in. Resources went into television, radio, outdoors, paid social, online video, music streaming and layered informative content marketing digitally.

Emmie Musser, media director for GÜD Marketing, reported the metrics for the first year of the campaign. The objective of the initial launch of the campaign was to introduce the Michigan Wildlife Council, capture the attention of people not connected to hunting, fishing or trapping and set the stage for acceptance for years two through five. The projected investment in year one was \$895,385 and the actual investment was \$895,224 which left \$161 that was rolled into year two. The reach, or the percentage of people within the target audience exposed to campaign messaging, was 85 percent. **Roy** requested a glossary of terminology from GÜD Marketing as well as the full presentation and both will be posted to basecamp. Overall, GÜD Marketing over performed by 54 percent. **Rose** asked Emmie to explain Gross Rating Points (GRP) which is reach times frequency. The GRP’s reported in the handouts from GÜD are for 30 second time slots and above. It did not include five and ten second bonus promotions for television or radio.

Digital music streaming, through Pandora, performed well and was the number two site for click-throughs. The purchase was targeted at our direct audience geographically and demographically. Video is also available on Pandora and coupled with the fact that this audience is already clicking through, we may be able to go into deeper messaging with this audience.

Pedigo asked why the Kentucky Derby was targeted and **Emmie** explained that live sports are DVR proof and for our timeframe the only live sport airing was the Kentucky Derby. GÜD Marketing was able to obtain the break immediately before the start of the race cheaply. If media inventory does not sell, they have to give it to someone and GÜD was mindful to call every week to see if there were spots available. Due to GÜD Marketing’s diligence calling partners, the media markets are now calling GÜD and asking for content. **Moritz** asked if they are asking for things we do not have such as video. **Emmie** responded that they are providing what they do have, but that video would be desirable in the future.

The largest investment was to Fox 2 Detroit which created credibility within the campaign and introduced council members and is building rapport. The radio investment was made to the Michigan Association of Broadcasters. Every dollar invested is matched with two dollars. There are over 260 stations statewide. When you have that much awareness you need to keep the message fresh and we have an opportunity to build in creative messaging within this market.

Content marketing has changed, even since April’s campaign launch. Anyone, anywhere, can “buy” media stories. The fact that it is easier and more are doing it makes it less trustworthy and it can become less effective. Video content marketing is the next pioneer marketing space. Combining the two mediums would be strategic for the Michigan Wildlife Council (MWC).

There is one market where GÜD under performed and that is MLive. The anticipated impressions were 400,014 and the actual number of impressions was 6,302. GÜD will work with MLive and make sure they make good on those missed impressions.

Stec stated he would like to see the investment into each region and compare how the regions perform in the baseline survey. **Roy** also stated there will come a time where we have to collectively drill down to the where the dollars stop with the next allocation of the contract. **Hammill** then asked, “What is success, moving the needle?” **Holden** stated we will have to wait and see what the baseline survey results are. **Emmie** pointed out, in response to Hammill’s question, if there are specific metrics the council will use to define success and have definite goals then the council should talk about it and help GÜD to understand and deliver. **Hammill** agreed and stated it is the council’s business to determine what success really looks like and where we want to move the needle to. **Rose** mentioned that when Colorado did the initial baseline survey, four out of ten approved of hunting. It took ten years to bring that number to seven out of ten.

The council asked what GÜD Marketing’s impression was and the most significant thing they saw, good or bad, in the campaign launch. **Andrea Ness**, client service director, stated she was impressed with how ready people are to get engaged. **Jill** stated the web analytics as a whole were very telling and surprising, where they came in from and what they were going to within the web site and that paid social media was driving a lot of business. **Emmie** stated she was encouraged at how people are looking to the Michigan Wildlife Council as a source for information and feels that Pure Michigan may have had some impact with that. **Stancato** asked if we can understand the quality of where people come from with an example of, “do the Pandora people stay on the website longer and where do they go?” **Emmie** explained that media partners have parameters to track where the traffic is coming from and they can see that information.

Andrea continued reporting the website analytics. The top referring sites were Facebook, Michigan.gov, michiganwildlifecouncil.org, Detroit News, Instagram, WZZM TV and Wood TV. Mobile access or, accessing via cell phone or tablet, is 92 percent while access via desktop is four percent. The population of males is 52 percent and females 48 percent. **Campbell** asked how our target audience matches up to the categories of our website audience. **Andrea** stated most strongly approves were 55 years of age plus, which is only seven percent of our website audience. **Stancato** asked if there are metrics to see how they got there from Facebook and Pandora. **Andrea** stated that they can hyper-focus on each one of those metrics and will be looking at creating a graphic that compares each source.

Roy began a discussion regarding what the bench mark is and how we move the needle expressing that in the next meeting it would be helpful to know where we are today and how far we have to go to the next increment. **Stancato** responded that the council probably needs some guidance about how to view those numbers in the future because they are not straight lines. Some have been initiated and will continue to grow while others are closely related to the push in the market. **Rose** noted the election year is going to change the mediums used going forward for the next several months. **Mortiz** stated that some of this may be independent of the election cycle, such as Facebook and Pandora which are inexpensive.

At 11:19 Chairperson **Pedigo** invited public comment and there was none.

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The meeting was adjourned at 11:20 a.m. for a break and reconvened at 11:36 a.m. All council members present prior to the break, were present after the break.

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Jill reviewed the next steps of the campaign, July through December. Fall gives the opportunity to introduce hunting. The baseline survey showed that those who moderately approve hunting, approve it based on hunting for food, heritage and as a tool for wildlife management. Gūd will carefully target the hunting messages and not directly focus on sportsmen right now. There will be new photography on the website, outdoor boards, digital ads, social media and video footage. **Hammill** asked if the hunting will be tied to deer. **Jill** stated that deer in southeast Michigan stands for car crashes so different wildlife will be featured in the outdoor boards. Research also suggested that content based sporting dogs would also resonate in southeast Michigan. **Moritz** stated the Gladwin Field Trial Area is hosting two national events in September and October. **Jill** also noted the baseline survey will be conducted again, spring of 2017.

New Business

Website

Andrea reported that when doing a search for the Michigan Wildlife Council, hereformioutdoors.org used to be number one in the search results. Approximately two weeks ago an ad started coming up from www.michiganwildlifecouncil.org. This is an intentional way to drive popular traffic to that website and because someone is paying for it, it will always rank above hereformioutdoors.org. **Rose** asked how much is costs to pay for an ad. **Andrea** stated between \$1.50 and \$5 per click. **Pedigo** stated the michiganwildlifecouncil.org website no longer mirrors the official campaign website and is now actively competing against the Michigan Wildlife Council. He also pointed out that traffic referral from this website is number three. **Rose** stated the risk we take is poor publicity. **Stancato** commented that he thinks this is a problem and that the Michigan Wildlife Council was created by legislature and now someone else is using the name and doing what they want to do. He stated he does not want to have to compose answers to legislature as to why we did not address this issue. **Hammill** stated since this is a legislatively created public body, he thinks the Attorney General (AG) should be consulted. **Stancato** agreed that the AG should direct how to handle this situation. Additionally, he thought that phone calls and diplomacy would mediate this situation, which it has not. Now someone is paying to appropriate the name of a public entity and we are responsible with that name.

Hammill made a motion to pursue, through legal avenues, the issue regarding competing websites, the impact and the alleged unauthorized use of the Michigan Wildlife Council name. **Campbell** seconded the motion and the motion was approved by unanimous vote (8-0).

Department of Natural Resources Director Designee

The Department of Natural Resources Director, Dr. William E. Moritz, designated Kristin Phillips, Chief of the Marketing and Outreach Division, to serve on the Michigan Wildlife Council in the Director's place.

Plan for Year One Funds

Pedigo explained the Michigan Wildlife Council currently has \$1.3 million dollars from year one that has not been spent and is carrying forward. The council has authority to spend \$1.6 million per year. **Moritz** explain that the fund balance states the council has \$2.5 million but only has authority to spend \$1.6 million.

Hammill made a motion to request an increase in appropriation authority for the Michigan Wildlife Council from \$1.6 million to \$2.1 million for Fiscal Year 2017 and in doing so will ask Gūd Marketing to make recommendations on how to expand the campaign. **Rose** seconded the motion and the motion was approved by unanimous vote (8-0).

Basecamp

There was a discussion about switching from Basecamp to Microsoft Office SharePoint. The benefits of SharePoint include creating folders to organize content, council members would be able to view all content and limit the ability to comment and it would be no charge to the council.

Campbell made a motion to migrate all material from Basecamp to SharePoint. **Hammill** seconded the motion and the motion was approved by unanimous vote (8-0).

Future Meeting Dates

The next meeting of the Michigan Wildlife Council will be held Tuesday, October 18, 2016 at Jay's Sporting Goods in Clare. There will also be a social event on Monday, October 17, 2016 at Jay's Sporting Goods in Clare. A committee (Jim Hammill, Matt Pedigo, Kristin Phillips and Jordan Burroughs) has been formed to plan this event.

Council Reports

Hammill stated there is a new effort launching in Michigan called "Hunting Works for Michigan" sponsored by the National Shooting Sports Foundation. The mission is to promote the economic partnership between the hunting and shooting communities and the local economy of Michigan.

Moritz is going back to his position as the Natural Resources Deputy as of August 1, 2016.

Adjournment

Rose made a motion to adjourn, seconded by **Campbell** and the motion to adjourn was approved by unanimous vote (8-0). The meeting was adjourned at 1:35 p.m.

APPROVED: Date _____

Matt Pedigo, Chairperson
Michigan Wildlife Council